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storing ware images, ware environment images and text segments of integration into the customized visual output, the method comprising the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the ware;

receiving into the computer system answers to the plurality of questions;

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automatically selecting, in response to at least one of the received answers, a ware image, a ware environment image, and a text segment; and

integrating the selected ware image, the selected ware environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the ware offered for sale to the customer.

#### REMARKS

Claims 30-55 remain pending in this application as a result of the instant Amendment. Applicant has amended independent claims 30, 39, 46, and 55 and respectfully believe that these amendments place the condition for allowance. Because of this fact, Applicant requests that the Examiner enter these amendments, withdraw her previously stated rejections, reconsider the application, and pass the application for allowance.

Claims 30-55 stand rejected as being anticipated by Lockwood et al. (U.S. 4,359,631). The Applicants have amended independent claims 30, 39, 46, and 55 in an attempt to further clarify the claimed invention. Each of these claims have been amended to expressly recite that the customized visual output comprises a single composite visual output relating to the product or ware being offered for sale to the customer. Each of these independent claims also recite

limitations regarding the generation of the customized visual output from three separate sources of data: a product image, an environment image, and a text segment. These three separate sources of data are integrated into the customized visual output. Additionally, the product image, the environment image, and the text segment used to create the customized visual output are automatically selected by a computing system in response answers received from a user to one or more questions related to one of the desired features of the product offered for sale and one desired used of the product or ware offered for sale.

In contrast, Lockwood, et al. discloses a self-service terminal used to provide travel related information to users. The terminal may be used to display travel documentaries, see col. 3, lines 12-17, and flight schedules, ticket prices, weather information, and hotel occupancy status for planning a trip, see col. 3, lines 17-24. The Examiner, in both her original office action dated November 20, 1998 and the most recent final office action dated June 8, 1999, cites this teaching in support of her rejection under 35 USC 102(b).

As the Applicant argued on pp. 4- 5 of his response to the initial office action in this matter, the above cited teaching from Lockwood et al. fails to teach the limitations recited within independent claims 30, 39, 46, and 55. Specifically, the independent claims all require the automatic selection of three separate sources of data in response to user answers provided for questions relating to the desired features of the product offered for sale and one desired used of the product or ware offered for sale. These three separate sources of data are then integrated into a single customized visual output. The claims, as now amended, expressly recite that the single, customized visual output relates to the product or ware being offered for sale to the customer.

At best, Lockwood, et al. teaches the display of multiple sources of data relating to the providing of travel related services. However, Lockwood, et al. fails to teach or suggest the

integration of these multiple sources of data into a single, customized visual output. In fact, Lockwood, et al, teaches away from such a system in col. 7, lines 10-40. In this passage, Lockwood, et al., teaches that a user may view listing of all of the travel documentaries in response to entering a "D" into the terminal. The user picks the one of interest and views the documentary on the screen. Lockwood, et al., expressly states "[a]fter the documentary has run, the basic menu is again displayed on the CRT and the system is ready for an alternate selection to be made by the customer." See col. 7, lines 34-37. The customer may now enter "a 'S' to check a flight schedule, and so on." See col. 7, lines 23-24.

From these passages, Lockwood, et al., teaches the sequential display of multiple sources of in response to a sequence of command inputs received at a terminal. As the Applicant argued previously, Lockwood, et al., fails to teach or disclose the generation of the customized visual output from the integration of three separate sources of data: a product image, an environment image, and a text segment. Lockwood, et al., fails to teach or suggest the automatic selection of the product image, the environment image, and the text segment used in the generation of the customized visual output from user answers to questions relating to the desired features of the product offered for sale and one desired used of the product or ware offered for sale. Finally, Lockwood, et al., fails to teach or suggest the generation of a customized visual output from the above multiple sources in which the visual output relates to the product offered for sale as claimed in the newly added limitations to the above-four independent claims.

In response to the above arguments made by the Applicant in his prior response to the first office action, the Examiner simply asserts the following:

"Applicant distinctly points out the limitation of 'integrating the selected product image, the selected product environment image and the selected text segment into a customized visual output.' As indicated in the rejection above,

these limitations are met by the prior art cited. Applicant neglects to distinguish between claimed invention and the prior art. Applicant merely reiterates prior art citations and indicates that applicant's claimed invention is different without attempt to overcome the rejection. Therefore, the Examiner stands by her rejection."

As stated above, the Applicant respectfully maintains that Lockwood, et al., fails to teach or disclose all of the limitations of the claimed inventions in independent claims 30, 39, 46, and 55, in that Lockwood, et al. fails to teach the integration of three separate sources of data into a customized visual output. Additionally, the Applicant respectfully maintains that he made these arguments in response to the first Office Action on pp. 4-5 of his Response to the Non-Final Office Action filed May 18, 1999. The Applicant respectfully maintains that the Examiner has failed to point out where in Lockwood, et al. integration of three specific sources of data to create the customized visual output is taught as is required to state a prima facie rejection under 35 USC 102(b). The Applicant also respectfully maintains that he has argued this point to the Examiner in his prior Response and the Examiner's response to his arguments quoted above fail to remedy this failure to state a prima facie rejection under 35 USC 102(b).

For all of these reasons, the Applicant respectfully maintains that independent claims 30, 39, 46, and 55 are not anticipated by Lockwood, et al. Therefore claims 30, 39, 46, and 55 are patentable over the prior art of record.

Dependent claims 31-38, 40-45, and 47-54 all depend from the above independent claims and recite additional limitations which further distinguish these dependent claims from the prior art of record. Therefore, because of these reasons, dependent claims 31-38, 40-45, and 47-54 are also patentable over the prior art of record.

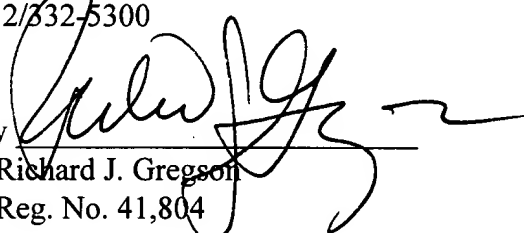
### CONCLUSION

For all of the reasons stated above, the claims, as amended are patentable over the prior art of record. The Applicant respectfully maintains that the enclosed Amendment places this application in condition for allowance. The Applicant, therefore, respectfully requests that this Amendment be entered, that the rejections be withdrawn, and that the case be passed for allowance.

Respectfully submitted,

MERCHANT & GOULD P.C.  
3100 Norwest Center  
90 South Seventh Street  
Minneapolis, MN 55402  
612/332-5300

By

  
Richard J. Gregson  
Reg. No. 41,804

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